$F_{)0}$
End

means for ranking said more than one supercategory to determine said

first supercategory.

/C/

REMARKS

In the final Office Action of February 26, 2003, the Examiner maintained

the previous rejection of claims 6-25 under 35 U.S.C. § 102(e) based on U.S.

Patent No. 6,327,574 to <u>Kramer et al.</u> ("Kramer").

By this After Final Amendment, Applicants propose amending claims 6,

15, and 24 to more clearly define the features of the present invention. Support

for these amendments can be found at, for example, pages 21 and 22 and Figs.

14 and 15 of the pending application. Dependent claims 7, 10, 12, 16, 19, 21,

and 25 are also amended to conform to the changes in claims 6, 15, and 24.

In the final Office Action, the Examiner maintained the previous rejection

based on Kramer. In particular, regarding claim 6, the Examiner states that

Kramer teaches "associating at least one category (e.g., infant/preschool) with

documents (candidate illuminations, col. 33 lines 8-13)." (Office Action,

numbered paragraph 5). Thus, the Examiner appears to be equating the

hierarchical attribute vectors, which encode attributes of a consumer, such as

whether the consumer is an infant, with the category recited in claim 6.

Applicants respectfully disagree with this characterization of Kramer.

Claim 6, as amended, recites, for example, "defining at least one category

as containing documents that may be retrieved." The category recited in claim 6

is not disclosed or suggested by the hierarchical attribute vectors of Kramer.

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Kramer is directed to the modeling of consumer attributes for targeting content in a privacy preserving manner. According to Kramer, consumer profiles are developed and maintained with information reflecting the consumer's online and offline transactions. The attribute vectors of Kramer are disclosed in additional detail in Fig. 9 and at Column 21, line 62 through Column 24, line 35 of Kramer. These attribute vectors are not defined as containing documents that may be retrieved. In contrast, the attribute vectors are simply hierarchical vectors. Thus, Applicants submit that the attribute vector of Kramer clearly does not disclose or suggest the categories as defined in pending claim 6 (as amended).

Applicants submit that because Kramer does not disclose or suggest the categories recited in claim 6, Kramer further could not possibly disclose or suggest the "supercategory" recited in claim 6.

Amended claim 6 further recites determining at least one term associated with a user search query, determining a first of the at least one supercategory based on the at least one term of the user search query and the multiple categories of the at least one supercategory, and displaying an advertisement associated with the first supercategory. The Examiner addresses this portion of claim 6 in numbered paragraph six of the final Office Action. In particular, the Examiner appears to be equating the query of database 804 in Kramer with the claimed feature of "determining a first of the at least one supercategory based on the at least one term of the user search query." As recited in amended claim 6, however, the first of at least one supercategory is determined based on at least one term of a <u>user search query</u>. A user search query is not equivalent to the

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query of database 804 disclosed by Kramer. According to Kramer, database 804 contains facts that are used to build an attribute vector by computing device 802. (Kramer, col. 20, lines 61-68). Accessing a database to build an attribute vector, as disclosed by Kramer, does not disclose or suggest determining a first of the at least one supercategory based on the at least one term of the user search query, as recited in claim 6. Kramer does not disclose using a user search query to access database 804, much less using a user search query to determine a supercategory.

For at least these reasons, Applicants submit that the rejection of claim 6 is improper and should be withdrawn.

Independent claims 15 and 24, as amended, recite features similar to those recited in claim 6, and therefore, based on similar rationale, the rejection of these claims should also be withdrawn. The rejection of dependent claims 7-14, 16-23, and 25, at least by virtue of their dependency on one of independent claims 6, 15, and 24, should also be withdrawn.

Applicants respectfully request that this Amendment under 37 C.F.R. § 1.116 be entered by the Examiner, placing claims 6-25 in condition for allowance. Applicants submit that the proposed amendments of claims 6, 15, and 24 do not raise new issues or necessitate the undertaking of any additional search of the art by the Examiner, since all of the elements and their relationships claimed were either earlier claimed or inherent in the claims as examined. Therefore, this Amendment should allow for immediate action by the Examiner.

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Furthermore, Applicants respectfully point out that the final action by the Examiner presented some new arguments as to the application of the art against Applicants invention. It is respectfully submitted that the entering of the Amendment would allow the Applicants to reply to the final rejection and place the application in condition for allowance.

Finally, Applicants submit that the entry of the amendment would place the application in better form for appeal, should the Examiner dispute the patentability of the pending claims.

In view of the foregoing remarks, Applicants submit that the claimed invention, as amended, is neither anticipated nor rendered obvious in view of the prior art references cited against this application. Applicants therefore request the entry of this Amendment, the Examiner's reconsideration and reexamination of the application, and the timely allowance of the pending claims.

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To the extent necessary, a petition for an extension of time under 37

C.F.R. § 1.136 is hereby made. Please charge any shortage in fees due in

connection with the filing of this paper, including extension of time fees, to

Deposit Account No. 07-2339 and please credit any excess fees to such deposit

account.

Verizon Corporate Services Group Inc.

By: *James K Weixel*

James Weixel
Reg. No. 44,399

Date: 4/21/2003

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VERSION WITH MARKINGS OF CLAIMS
TO SHOW PROPOSED CHANGES

6. (Three Times Amended) A method executed in a computer system for targeting advertisements comprising:

[associating] <u>defining</u> at least one category [with] <u>as containing</u> documents that may be retrieved [, said category including at least one term];

associating at least one supercategory with multiple categories by mapping the multiple categories to the at least one supercategory;

associating an advertisement with at least one of said supercategories;

determining at least one term associated with a [data] <u>user search</u> query;

determining a first of said at least one supercategory based on at least one term of said [data] <u>user search</u> query and said multiple categories of the at least one supercategory; and

displaying an advertisement associated with said first supercategory.

7.   (Amended)   The method of claim 6, wherein there is more than one supercategory and said first supercategory is a most relevant supercategory corresponding to said [data] <u>user search</u> query, and the method further including:

ranking said more than one supercategory to determine said first supercategory.

10.   (Twice Amended)   The method of Claim 6, further including:

ranking said documents in accordance with terms occurring in said [data]

<u>user search</u> query and terms occurring in said multiple categories of the first

supercategory.

12.   (Amended)   The method of Claim 6, wherein said determining a

first of said at least one supercategory in accordance with said [data] <u>user search</u>

query includes:

determining a geographic area that is a search term included in said [data]

<u>user search</u> query.

15. (Three Times Amended) A computer program product for displaying

advertisements comprising:

machine executable code for [associating] <u>determining</u> at least one

category [with] <u>as containing</u> documents that may be retrieved[, said category

including at least one term];

machine executable code for associating at least one supercategory with

multiple categories by mapping the multiple categories to the at least one

supercategory;

machine executable code for associating an advertisement with at least

one of said supercategories;

machine executable code for determining at least one term associated

with a [data] <u>user search</u> query;

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machine executable code for determining a first of said at least one

supercategory based on at least one term of said [data] <u>user search</u> query and

said multiple categories of the at least one supercategory; and

machine executable code for displaying an advertisement associated with

said first supercategory.

16.   (Amended) The computer program product of Claim 15, wherein

there is more than one supercategory and said first supercategory is a most

relevant supercategory corresponding to said [data] <u>user search</u> query, and the

computer program product further includes:

machine executable code for ranking said more than one supercategory to

determine said first supercategory.

19.   (Twice Amended)   The computer program product of Claim 15,

further including:

machine executable code for ranking said documents in accordance with

terms occurring in said [data] <u>user search</u> query and terms occurring in said

multiple categories of the first supercategory.

21.   (Twice Amended)   The computer program product of Claim 15,

wherein said machine executable code for determining a first of said at least one

supercategory in accordance with said [data] <u>user search</u> query includes:

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machine executable code for determining a geographic area that is a

search term included in said [data] <u>user search</u> query.

24. (Four Times Amended) An apparatus for displaying advertisements

comprising:

means for [associating] <u>defining</u> at least one category [with] <u>as containing</u>

documents that may be retrieved [, said category including at least one term];

means for associating at least one supercategory with multiple categories

by mapping the categories to the at least one supercategory;

means for associating an advertisement with at least one of said

supercategories;

means for determining at least one term associated with a [data] <u>user</u>

<u>search</u> query;

means for determining a first of said at least one supercategory based on

at least one term of said [data] <u>user search</u> query and said multiple categories of

the at least one supercategory; and

means for displaying an advertisement associated with said first

supercategory.

25. (Amended) The ~~computer program product~~ of Claim 24, wherein

there is more than one supercategory and said first supercategory is a most

relevant supercategory corresponding to said [data] <u>user search</u> query, and said

apparatus further includes:

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means for ranking said more than one supercategory to determine said

first supercategory.

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